



BIKE SHARE

July 1 - July 31 2020 Tempe Report



GRID Bike Share is Operated By:



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System Snapshot

Table 1

Stations/Bikes	Full System	Tempe Only
Active Regular Stations	114	32
Active Virtual Stations	8	4
Active Bikes (averaged over the month)	510	N/A
Trips		
Total Trips	1,394	664
Trips Per Day (average)	45	21
Utilization Rate (trips per bike per day)	0.09	0.07
Active Members		
Total Membership	40,040	N/A
Monthly/Yearly Plans	392	N/A
Pay-As-You-Go & 7 Day Plan	39,458	N/A
Revenue		
Total Revenue	\$6,919.45	\$2,365.81
Maintenance/Customer Service Activity		
Total CS Cases Created	57	N/A

Due to current limitations in the Social Bicycles data tracking software, not all GRID system data can be split by city. Trip data for each city can be extrapolated by using data from trips started inside a specific system area (in this case the Tempe system area). Unfortunately membership and customer service data as well as some trip data are not linked to the location of a user's first sign-up or home system area at this time and therefore this city-specific data shows as N/A in this report.

Membership

Table 2: Active Members (Full System)

Membership Type	New Sign Ups	Total Active Members
Student	6	101
Monthly	13	258
Annual	0	134
Other	0	89
Pay as You Go	520	39,338
7 Day Pass	42	120
Total	581	40,040

Trips

Table 3: Cumulative Trips Per Day of the Week - July (Tempe Only)

M	T	W	Th	F	Sa	Su
94	62	107	81	103	100	117

Table 4: Trip Initiation Method (Tempe Only)

Mobile	234
Keypad (manually entered)	424
Keypad RFID Card	5
Website	1

Table 5: Trips

	July (Full Sys)	YTD	Tempe Only	YTD
Total Trips Taken	1,394	17,053	664	8,615
Total Miles Ridden	3,564	47,326	1,900	26,565
Avg Trip Distance	2.0	2.6	2.9	3.0
Avg Trip Time	39:10	47:56	55:02	59:56
Avg Weekday Trips	42	70	27	36
Avg Weekend Day Trips	56	137	19	54
Holds	66	927	n/a	n/a
Ended out of Hub	118	3,721	84	2,364
Ended out of System Area	22	189	8	97

Determining the start area of a trip with a Hold is currently not possible due to limitations in the Social Bicycles tracking software. Therefore, the count of holds is only displayed as a part of the "full system".

Table 6: Trip Stats by Member Type (Full System)

Member Type	July Trips	%	Trips YTD	% YTD
Pay-as-you-go	997	72%	9,487	56%
7 Day Pass	105	8%	1,737	10%
Annual	39	3%	1,177	7%
Monthly	111	8%	1,789	10%
Student	63	5%	1,787	10%
Other	79	7%	1,076	6%
TOTAL	1,394		17,053	

Table 7: Trip Stats by Member Type (Tempe Only)

Member Type	July Trips	%	Trips YTD	% YTD
Pay-as-you-go	458	69%	5,040	59%
7 Day Pass	77	12%	1,056	12%
Annual	39	6%	660	8%
Monthly	38	6%	586	7%
Student	49	7%	1,242	14%
Other	3	<1%	31	<1%
TOTAL	664		8,615	

Saturday July 4th was the highest day for regional ridership with a total of 72 trips taken. For trips originating in the Tempe service area, Monday July 20th was the top day for ridership with 36 trips taken.

Station Performance

Table 8: Regional Station Performance

Top 10 Origin/Destination Stations	Total In/Out	Bottom 10 Origin/Destination Stations	Total In/Out
T17 Tempe Beach Park	314	T16 Apache Blvd / Rural Rd	0
T20 Tempe Center for the Arts	229	P102 1st St / Buchanan	0
T29 Tempe Town Lake Marina	127	T23 Escalante Center	0
P118 Enchanted Island	104	T21 Forest Ave/ Lemon St. (Gammage)	0
P132 10th St / Roosevelt St	93	T22 Baseline Rd / Priest Dr	0
P106: 1st St / Washington St	93	T10 Washington St / Priest Dr	0
P110 Van Buren St & 1st Ave	64	P210 18th St. & Washington	0
T18 Neil Giuliano Park	63	ASU Hayden Library - Cady Mall (Virtual Hub)	0
P114 Adams St / 2nd Ave (City Hall)	56	ASU Orange St - S McAllister Mall (Virtual Hub)	0
T19 Kiwanis Park	54	ASU Goldwater Ctr. for Science - Tyler Mall (Virtual Hub)	0

Table 9: Tempe Station Performance

Trips started and ended at each station in the Tempe service area

Station Name	Racks	In	Out	Total	Low [%]	Full [%]
T17 Tempe Beach Park	25	162	152	314	0	4.88
T20 Tempe Center for the Arts	10	111	118	229	0	43.17
T29 Tempe Town Lake Marina	9	61	66	127	0	29.52
T18 Neil Giuliano Park	15	27	36	63	0	0
T19 Kiwanis Park	15	27	27	54	0	0
T31 6th St / Mill Ave	15	26	25	51	0	0
T14 College Ave / University Dr	15	26	23	49	0	0
T28 Rio Salado Pkwy / Mill Ave	15	25	23	48	0	18.51
T11 University Dr / Mill Ave	20	15	25	40	0	0
T03 Rural Rd / University Dr	11	17	20	37	0	0
T30 Evelyn Hallman Park	8	18	19	37	0	0
T02 3rd St / Mill Ave	9	15	21	36	0	0
T24 Westside Center	10	12	17	29	0	0
T13 College Ave / Apache Blvd	15	9	9	18	0	0
T05 McClintock Rd / Apache Blvd	15	8	9	17	0	0
T01 5th St / Forest Ave	25	6	10	16	0	0
T04 Apache Blvd / Dorsey Ln	10	6	8	14	0	0
T06 McClintock Dr / Rio Salado Pkwy	10	6	6	12	0	0
T09 Washington St / Center Parkway	9	4	7	11	0	0
T15 8th St / Dorsey Ln	10	3	8	11	0	0
T12 Rural Rd / Southern Ave	10	4	5	9	0	0
T26 McAllister Ave / Terrace Rd	25	4	5	9	0	0
T08 Apache Blvd / Price Rd	10	3	5	8	0	0
T27 McAllister Ave / Apache Blvd	25	3	3	6	0	0
T25 Veterans Way / University Dr	25	2	2	4	0	0
T32 North Tempe Multigen Center	10	2	0	2	0	0
T07 Smith-Martin / Apache Blvd	10	1	0	1	0	0
ASU Coor Hall - S Forset Mall (Virtual Hub)	n/a	0	1	1	0	0
T10 Washington St / Priest Dr	10	0	0	0	0	0
T16 Apache Blvd / Rural Rd	15	0	0	0	0	0
T21 Forest Ave/ Lemon St. (Best Hall)	20	0	0	0	0	0
T22 Baseline Rd / Priest Dr	10	0	0	0	0	0
T23 Escalante Center	10	0	0	0	100	0
ASU Goldwater Ctr. for Science - Tyler Mall (Virtual Hub)	n/a	0	0	0	100	0
ASU Hayden Library - Cady Mall (Virtual Hub)	n/a	0	0	0	100	0

Environmental Impact

Table 10

	Full System	YTD	Tempe Only	YTD
Calories Burned	142,560	1,760,040	76,000	1,062,600
Carbon Offset	3,136 lbs	41,647 lbs	1,672 lbs	23,378 lbs

**Calorie calculation is based on a Wisconsin State Health Department study that assumes cyclists burn an average of 40 calories per mile.*

**Carbon offset calculation is based on an EPA source that states automobiles emit an average of .88 lbs of CO₂ per mile and an assumption that the trip was taken in lieu of driving a car the same distance.*

Maintenance & Rebalancing Operations

Table 11: System-Wide Operations Data

	System Wide	Tempe
Average number of bikes in service each day	480	180
Bikes inspected in field	704	189
Bicycles repaired	115	40
Average bike repair time	65 min	65 min
Bikes lost or stolen this month	0	1
Graffiti Cleaned	2	0

Table 12: Reported Repairs/Issues (Full System)

	Type of Issue	July	YTD
1	Other	298	2011
2	Seat	8	64
3	Shifting/Pedaling	7	52
4	Lock	20	257
5	Keypad	50	436
6	Brakes	5	46
7	Flat Tire	53	321
8	Lighting	8	53
9	Frame	4	32
	Total	453	3,272

Customer Service Reporting

Table 13

The top customer service contact category for the GRID system in July was Member Inquiries.

Reason For Contact	July Created Cases (Full System)	YTD
Member Inquiries	21	144
Billing	0	20
Account Management	5	26
Bike Issue	3	34
Charges	14	132
General Education	9	56
Operations	5	75
Sign Up	0	3
Hub Request	0	0
Partnerships	0	8
New Program Request	0	0
Total CS Cases Created	57	511

Table 14: Customer Service Responsiveness (Full System)

Time of call/email request	
Avg time to answer	27 sec
Avg duration of call	4:13 min

Table 15: Agreed Service Levels for Operations within the Tempe System Area

	Performance Metric
System operations fully operational (%)	100%
All stations fully operational (%)	100%
Bicycles fully operational (%)	82%
Website fully operational (%)	100%
Backend servers fully operational (%)	100%
Avg response time this month (technical issues, breakdown)	30 minutes

Operations staff have been dealing with the ongoing issue of intermittent connection issues on bikes across the GRID system. Connection issues can occur due to a glitch in the bikes controller unit, low battery or issues with the software or hardware. Some connection issues resolve themselves while others require staff to flag the bike for repair. A controller losing connection can result in the inability for a user to rent a bike, an inaccurate GPS location and erroneous charges for a user. Operations staff monitors these connection issues on an ongoing basis and aim to resolve them quickly.

Financial Summary

Table 16

Revenue Category	Full System	% of Total	Tempe Only*
Membership Fees	\$1,824.00	26%	N/A
Ride Fees	\$4,756.45	69%	\$2,203.09
Out of Hub Fees	\$322.00	5%	\$187.68
Out of System Area Fees	\$69.00	1%	N/A
Rider Bonuses Given	-\$52.00	-1%	-\$24.96
TOTAL	\$6,919.45		\$2,365.81

Data has not been audited and is only to be used as an approximation of Gross Revenue

**Fees specific to the Tempe system are reported by SoBi as a combination of both out of hub and out of system area fees. The Tempe fees include all fee balances accrued by users in the month regardless of whether the charge was actually executed that month.*

Marketing Summary

Table 17: Social Media

Social Media Outlet	Followers	Impressions
Facebook	2,814 (-95)	230
Twitter	1,546(-14)	3500
Instagram	137 (+5)	543

Table 18: Events

Event Name	City	Date
All events cancelled	n/a	n/a

Weather

Table 19 (Source: www.wunderground.com)

July	high	low	avg	Precip. sum
1	104	77	91.4	0
2	102	82	93.3	0
3	103	85	94.8	0
4	109	87	99.2	0
5	111	87	100	0
6	110	85	99.1	0
7	110	84	99.1	0
8	109	91	100.8	0
9	109	90	100.1	0
10	111	91	101.5	0
11	115	94	103.8	0
12	115	94	105.3	0
13	112	96	103.8	0
14	110	90	101	0
15	109	89	99.8	0
16	110	89	100.7	0
17	108	90	99.8	0
18	110	92	101	0
19	108	94	101.1	0
20	102	93	97.4	0
21	108	90	99.3	0
22	106	88	98	0
23	97	86	92.5	0
24	104	80	89	0
25	104	82	93	0
26	108	88	98.3	0
27	111	91	100.8	0
28	113	90	101.8	0
29	113	92	102.8	0
30	117	92	104.3	0
31	116	93	104.9	0

